

# Digital ads must be engaging and relevant to retain consumers' attention

**Brian Boakes**  
**Director of strategy**  
**EnQii**

Your recent *Outdoor sector must boost its focus on digital outlets* (November 27, page 12) raised some interesting issues on the future of the digital outdoor market.

While advertisers have moved on from viewing digital screens simply as moving billboards, there is still a need within the industry to unlock the full potential of the medium.

Industry leaders are starting to agree with the view expressed by your columnist Sue Unerman about the importance of putting ideas into execution, and see the benefits of a

complete digital offering, with ideas, content, technology and installation aligned to a consistent and effective brand message.

Redefining audiences for the digital medium will be a crucial step in ensuring the future growth and development of outdoor advertising. Times of day, for example, break up audiences into different groups – the mindset of commuters and receptiveness to messaging will be different to that of people heading into town for the evening – so content needs to be adapted and targeted to each specific group.

Having identified target groups, the next step is to ensure that con-



**Underground: travellers are not a captive audience for advertisers**

tent is relevant to the journey and frame of mind of the customer.

Consumers in shopping centres and Tube stations are not captive audiences, they are passing through. Content must be sufficiently engaging and relevant to catch their attention and, ideally, deliver a short-term benefit to the consumer.

Interactive elements, such as SMS, Bluetooth or Near Field Communications (NFC), can also be incorporated to actively connect the consumer with the brand. Optimising these elements will not only interrupt the consumer from their daily routine, but also engage them and initiate a call to action.